



JAMES A. NOYES, Director

COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

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May 5, 2003

IN REPLY PLEASE

REFER TO FILE: **PR-4**

TO: Each Supervisor

FROM: James A. Noyes
Director of Public Works

KNBC ENVIRONMENTAL MEDIA PARTNERSHIP

On April 9, 2003, Public Works, in partnership with KNBC-Channel 4 television, began the "4 Our Planet" media campaign to inform the ten million residents of the County of Los Angeles about environmental issues and inspire them to take action to protect and preserve our environment. This partnership is one component of our public education program designed to meet the requirements of the National Pollutant Discharge Elimination System (NPDES) Permit and AB 939 Waste Reduction Mandates.

Weatherman Fritz Coleman will be the spokesperson for "4 Our Planet," presenting stories on topics such as stormwater pollution prevention, electronic waste and household hazardous waste management, used motor oil recycling, Public Works' environmental school programs, and other environmental topics. The campaign will be enhanced by a monthly news feature utilizing County experts. In addition, KNBC will produce and air public service announcements and environmental tips of the day and create and maintain a website featuring contents from our 888CleanLA.com website and a community calendar featuring County environmental events. KNBC will also present a monthly Environmental Defenders award to schools or individuals who are protecting and preserving the environment. "4 Our Planet" feature spots will air primarily on the Channel 4 News at 5 p.m. and will be repeated on the weekends. The monthly cost of the partnership is \$21,750 and will be paid for with Flood fund monies.

The partnership with KNBC represents a unique opportunity to reach thousands of County residents at one time. It lends our messages the credibility of the television station and news reporters and allows KNBC to provide public service to its viewers. In order to meet NPDES Permit requirements, Public Works must achieve 35 million media impressions related to stormwater pollution prevention per year. KNBC is viewed in more than 5 million households, reaching 15 million viewers regularly. To date, we

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have achieved over 9 million impressions. To increase County of Los Angeles residents exposure to environmental messages, KNBC will seek corporate partnerships to expand the program, subject to Public Works approval.

Public Works staff has informed your press staff of this partnership. If you have any questions or would like to receive additional information about this partnership, or a videotape copy of the first segment, please contact me or Don Wolfe, Assistant Director, at (626) 458-4014.

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cc: Chief Administrative Office
Executive Office